**EMAIL SET-UP**

**\*\*Required. Incomplete forms will be returned. Please submit to** [**cansupport@aclu.org**](mailto:cansupport@aclu.org)**.**

If you have not already, please schedule the email on the [CAN Calendar.](https://www.acluloop.org/Departments/affiliateSupport/CAN/Lists/CAN%20Calendar1/Main.aspx)

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| **Affiliate Name \*\*** | ACLU Indiana |

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| **Target Audience \*\*** |
| ☐ Affiliate Full List  X☐ Segmented list (Please provide zip codes, chapter code or any other geo-information below. Please separate zip codes with a comma.) |
| 46107,46183,46201,46202,46203,46204,46205,46206,46207,46208,46209,46211,46214,46216,46217,46218,46219,46220,46221,46222,46223,46224,46225,46226,46227,46228,46229,46230,46231,46234,46235,46236,46237,46239,46240,46241,46242,46244,46247,46249,46250,46251,46253,46254,46255,46256,46259,46260,46262,46266,46268,46274,46275,46277,46278,46282,46283,46285,46291,46295,46296,46298,46030,46031,46032,46033,46034,46037,46038,46060,46061,46062,46069,46074,46082,46280,46290, 46052,46071,46075,46077,46102,46147, 46040,46055,46117,46129,46140,46154,46163,46186,46110,46126,46130,46144,46161,46176,46182,47234, 46106,46124,46131,46142,46143,46162,46164,46181,46184,46111,46113,46125,46151,46157,46158,46160,46166, 46103,46112,46118,46122,46123,46149,46165,46167,46168,46180 |

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| **Testers and Reviewers \*\***  **Please provide the email address of those that should receive a test version of this email. One person from your affiliate should respond to the CAN team with edits from all members of your affiliate team. Please don’t have everyone reply directly to the CAN team.** |
| Ashley Toruno  [atoruno@aclu-in.org](mailto:atoruno@aclu-in.org) |

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| **Email Template \*\***  **Note: Images are required for the Action, Event and Banner format emails.** | | | |
| ☐ Letter format  (no image) | ☐ Action format  (image 190x230) | X Event Template  (image 350x300) | ☐ Banner Format (Image 600x300) |
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| **Subject line \*\***  Tease, tell or take action. Avoid initial caps, keep it under 50 characters, and make it compelling for constituents to open your email. Avoid the words “Help,” “Act,” “Marriage,” “Immigration,” “Immigrant,” “Action,” ” Let’s,” and “Save the date.” |
| Take action to say #FamiliesBelongTogether |

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| **Pre-header Text \*\***  The pre-header is the short summary text that follows the subject line when an email is viewed in the inbox. It is right about the header logo. Include a call to action. |
| Join us to call and write to our legislators to urge them to end family separation. |

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| **Side Box Content (Action & Event format only)** |
| #FamiliesBelongTogether – Letter Writing Action  Wednesday, June 20th  The Athenaeum  401 E Michigan St  Indianapolis,IN 46204 |

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| **Hyperlinks for email message \*\*** |
| Facebook event page: <https://www.facebook.com/events/1959430097701087/?notif_t=plan_user_invited&notif_id=1529415348157985> |

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| **Email Body Content \*\***  Keep the content brief. One of the worst mistakes we make is trying to include the entire story into the email message. Think about when you open an email in your inbox. Do you read every single word in there? Probably not. Find a way to summarize the content compelling way, and let them click through to a page on your website for more information.  Answer the these three questions for the reader when you write your message:   1. **What are you asking me to do?** Always give the reader an action to take. Your call to action should be able to stand-alone. Remember, people scan their emails, and if there is one thing you want your recipient to notice, it is your call-to-action. 2. **What is in it for me?** You know the value of your email content, but does your recipient? Tell them why taking action is important for them or why they should attend an event. 3. **Why should I care?** Write in the second person – orient the copy toward the reader and not the ACLU. Readers take action on things that are about them or affect them. |
| Dear {X},  As many of you know, the Department of Homeland Security – in collaboration with Jeff Sessions’ Justice Department – is cruelly separating families at the border for no legitimate reason. Immigration authorities have separated THOUSANDS of children from their families. We know the government will bend to public pressure because they have already reunited one asylum seeker with her child after thousands of activists took action. Now we need to make sure our lawmakers take action to end this cruel practice once and for all. Let’s reunite every family the Trump administration tore apart – and make sure this never happens again.   Join us to call and write to our legislators to urge them to end family separation on **Wednesday, June 20th from 5-7 pm at The Athenaeum** located at 401 E Michigan St. Bring your friends and family.  Along with letter writing and phone calls, we will have a family friendly activity for all to participate.  Please RSVP on our [Facebook event page](https://www.facebook.com/events/1959430097701087/?notif_t=plan_user_invited&notif_id=1529415348157985) and help spread the word.  Can’t make it? Make sure to give your legislators to call, follow this link to get connected instantly: aclu.org/stopfamilySeparationTW  If enough of us make our voices heard we’ll have a chance to stop Trump from tearing immigrant families apart because #FamiliesBelongTogether. |

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| **Social Share Buttons \*\***  Social share buttons are added to the Action and Event templates. Please provide the language below for Twitter. We cannot customize the email or Facebook links. |
| **Twitter:** |
| Join the @ACLUIndiana for a letter writing action to end family separation Wed, June 20th from 5-7pm at The Athenaeum. #FamiliesBelongTogether |